

## ORDER



**Orders**  
**Order / Rev:** 707778  
**Alt Order #:** 06286494  
**Product Desc:** ROMNEY FOR PRESIDENT  
**Estimate:** 33  
**Flight Dates:** 08/22/12 - 08/26/12  
**Original Date / Rev:** 09/20/12 / 09/20/12  
**Order Type:** Political

## WKYC

**Primary AE:** Joe Knauer  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** American Rambler Productions/ POL  
**Buying Contact:**  
**Billing Contact:**  
 138 Conant Street  
 Beverly, MA 01915

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Romney/ R / President  
**Demographic:** A35+  
**Product Codes:** PL-Presidential  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	57	\$73,400.00	\$62,390.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	57	\$73,400.00	\$62,390.00	0.00
<b>Totals</b>	<b>57</b>	<b>\$73,400.00</b>	<b>\$62,390.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	08/22/12	08/24/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	--WTF--	:30	6	\$1,000.00	P-2	0.00	NM	6	\$6,000.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					6	\$1,000.00		0.00			
2	WKYC	08/22/12	08/24/12	M-F 7-9a Today Today Show	CM	7a-9a	--WTF--	:30	6	\$1,000.00	P-2	0.00	NM	6	\$6,000.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					6	\$1,000.00		0.00			
3	WKYC	08/22/12	08/24/12	M-F 9-10a Today II Today Show II	CM	9a-10a	--WTF--	:30	3	\$550.00	P-2	0.00	NM	3	\$1,650.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$550.00		0.00			
4	WKYC	08/22/12	08/24/12	M-F 10-11a M-F 10-11a	CM	10a-11a	--WTF--	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$500.00		0.00			
5	WKYC	08/22/12	08/24/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	--WTF--	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$500.00		0.00			

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**WKYC**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WKYC	08/22/12	08/24/12	Days of Our Lives Days of Our Lives	CM	1p-2p	--WTF--	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	--WTF--	3		\$500.00		0.00						
7	WKYC	08/22/12	08/24/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	--WTF--	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	--WTF--	3		\$500.00		0.00						
8	WKYC	08/22/12	08/24/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	--WTF--	:30	6	\$2,000.00	P-2	0.00	NM	6	\$12,000.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	--WTF--	6		\$2,000.00		0.00						
9	WKYC	08/22/12	08/24/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	--WTF--	:30	6	\$1,200.00	P-2	0.00	NM	5	\$7,200.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	--WTF--	6		\$1,200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
3	NKYC	08/20/12-08/26/12		M-F 7-730p	7-730p		--WThF----	:30	<del>(\$1,200.00)</del>	0.00	NM				
See MG 9.7 [Indians Game]															
6	NKYC	08/20/12-08/26/12		M-F 7-730p	7-730p		--WThF----	:30	<del>(\$1,200.00)</del>	0.00	NM				
See MG 9.7 [Indians Game]															
7	NKYC	08/25/12-08/25/12		Sat Prime C	10-11p		-----Sa--	:30	\$2,400.00	0.00	NM				
Ⓜ MG for 9.6,9.3															
10	WKYC	08/22/12	08/24/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	--WTF--	:30	6	\$2,800.00	P-2	0.00	NM	6	\$16,800.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	--WTF--	6		\$2,800.00		0.00						
11	WKYC	08/22/12	08/24/12	Tonight Show Tonight Show	CM	1135p-1237a	--WTF--	:30	3	\$750.00	P-2	0.00	NM	3	\$2,250.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	--WTF--	3		\$750.00		0.00						
12	WKYC	08/22/12	08/24/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	--WTF--	:30	3	\$700.00	P-2	0.00	NM	3	\$2,100.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	--WTF--	3		\$700.00		0.00						
13	WKYC	08/25/12	08/25/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-----S-	1		\$1,000.00		0.00						
14	WKYC	08/25/12	08/25/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-----S-	1		\$1,000.00		0.00						
15	WKYC	08/25/12	08/25/12	Sat 11-1135p LN SAT	CM	11-1130p	-----S-	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-----S-	1		\$2,800.00		0.00						
16	WKYC	08/26/12	08/26/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-----S	1		\$1,000.00		0.00						

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
17	WKYC	08/26/12	08/26/12	Sun 6-630p Channel 3 News at 6p SUN	CM	6-630p	-----S	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S		1				\$2,000.00		0.00			
18	WKYC	08/26/12	08/26/12	Sun 11-1135p LN SUN	CM	11-1135p	-----S	:30	2	\$2,800.00	P-2	0.00	NM	2	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S		2				\$2,800.00		0.00			
Totals													57	\$73,400.00	